

The Management Centre IIUM MBA programme:
The Effectiveness of Promotional Mix to Create
Customer Awareness

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Submitted in Partial Fulfillment of the
Bachelor of Business Administration (Hons)
Marketing

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

APRIL 2008

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA, MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Mohd Farihan Mustafa Kamal, (I/C Number: 820518-14-6105)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degree.
- This project paper is the result of my independent work investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:  _____

Date: 02/05/08

LETTER OF SUBMISSION

April 2008

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
UiTM Kampus Bandaraya Melaka
Off Jalan Hang Tuah
75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Enclosed herewith is the project paper titled **"The Management Centre IIUM MBA programme: The Effectiveness of Promotional Mix to Create Customer Awareness"** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you,

Yours sincerely,



(Mohd Farihan Mustafa Kamal)

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Bachelor of Business Administration (HONS) Marketing

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ABSTRACT

In this modern day business environment, the business world is getting more competitive and aggressive each day. Business competes with each other in order to boost sales by trying to come up with the best advertisement and promotion by using all tools available. Promotion is the basic prominent in making sure each local firm penetrate market and keep sustaining growth for existing market. However, Management Centre, IIUM which has limited resources, those promotions cannot be done in full swing by firm hence the objectives of promotions cannot be achieved or targeted. The purpose of this study is to identify the effectiveness promotional mix to create to create customer awareness.

In this research, non- probability sampling has been used with a random 50 respondents taken from walk- in to the Management Centre. Data obtained by using primary data.

The finding showed that first research objective is first newspaper, second is others, third is magazines, forth is seminar / exhibition and lastly is internet. This is based on ranking which it refers to the highest frequency and percentage. The finding for second research objective is reliability of the product, second is information given, promotional quality and attractive promotional is third, fourth is product quality and lastly is verities of promotional. The findings for third research objective is magazine is the best promotion tools to increase or raise respondents' level of awareness towards the MBA programme. It refers based on the highest mean and the ranking. Lastly, findings for research objective number four is is promotional activity should be ease to reach is the first.